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MAKING
ERECT
COMPACT
HEDGES
with
LITTLE
TRIMMING

Development and Discovery of
TRUEHEDGE COLUMNBERRY
by M. H. Horvath, Originator

Mr. M. H. Horvath retired from his active landscape activity in the year 1918, and since that time has devoted his entire time to the development of new, worthwhile plants with the constant purpose in mind of making the world a more beautiful place to live in. Early in his career he spent eleven years in the service of the City of Cleveland as designer and adviser to the Park Board, carrying on the activities of the Landscaping Department of the City Parks. Then, for a number of years, Mr. Horvath devoted his time to a private practice in both Forestry and Landscape Architecture. He developed and maintained during this period many of the great estates, both private and public, in the City of Cleveland and in the eastern section of the United States.

During his work in one of these large estates he discovered one day a form of *Berberis Thunbergi pluriflora* with a strong tendency toward erect growth. He picked the seed from this plant and from the seedlings grown selected the most upright types from which he again picked the seed. This process was repeated until the fifth generation wherein Mr. Horvath found the perfect, spire-like plant that he was seeking and which is now offered to you as

TRUEHEDGE COLUMNBERRY

AN IMMEDIATE SUCCESS

Sensational sale of more than 125,000 plants was made in eight weeks immediately following the simple introduction and display at the National Nurserymen's Convention in July.

LETTER RECENTLY RECEIVED BY INTRODUCERS OF TRUEHEDGE COLUMNBERRY

My Dear Sirs:

July 23, 1934.

I was very much thrilled at the sight of seeing your new Pyramidal Barberry on display during the Nurserymen's Convention at the Hotel New Yorker last week. It looks as though it is one of those plants that will sweep the country very quickly. The original type is far from being an ideal hedge plant because of its sprawling, spreading habit. This new, upright variant has wonderful possibilities for formal hedges and will surely be a welcome acquisition to practical plant material.

Yours faithfully, LEONARD BARRON Horticultural Editor

Mr. Leonard Barron, one of our country's leading authorities on horticultural subjects, is Horticultural Editor of Country Life and of The American Home, and is especially well qualified to judge.

DISTRIBUTORS OF TRUEHEDGE COLUMNBERRY

J. W. Adams Nursery Co., Springfield, Mass.; Bay State Nurseries, Framingham, Mass., and North Abington, Mass.; Stephen Hoyt's Sons Co., New Canaan, Conn.; Jackson & Perkins Co., Newark, N. Y.; R. M. Kellogg Co., Three Rivers, Mich.; Storrs & Harrison Co., Painesville, Ohio. Stock will be available at the above nurseries for the prices shown in this folder or from

THE COLE NURSERY COMPANY

Painesville, Ohio

Introducers of Truehedge Columnberry

Established 1881

WHOLESALE PRICE LIST

(*Berberis Thunbergi Pluriflora Erecta*)

	Per 10	Per 100	Per 1000
9-12 in.	\$2.00	\$14.00	\$120.00
12-15 in.	2.50	19.00	165.00
15-18 in.	3.00	24.00	220.00
18-24 in.	3.50	30.00	275.00
24-30 in.	4.50	40.00	350.00

5 to 25 will be furnished at the 10 rate; 25 to 250 at the 100 rate; 250 or more at the 1000 rate. (Packing additional).

RETAIL PRICE LIST

Suggested as Fair Minimum Selling Prices.

	Each	Per 10	Per 100
9-12 in.	\$0.40	\$3.00	\$25.00
12-15 in.50	4.00	35.00
15-18 in.60	5.00	45.00
18-24 in.80	7.00	60.00
24-30 in.	1.00	9.00	80.00

Introducing
TRUEHEDGE
COLUMNBERRY

(*Berberis Thunbergi Pluriflora Erecta*)

[U. S. Plant Patent No. 110]
[Propagation Rights Reserved]

The COLE NURSERY CO.

Introducers

PAINESVILLE, OHIO



**A
SENSA-
TIONAL
NEW
FORM
of
BARBERRY
THAT
WILL
WITHOUT
DOUBT
DISPLACE
the
COMMON
JAPANESE
BARBERRY
as a
HEDGE
PLANT**

The Truehedge Folder with all firm names eliminated, ready for you to imprint or have your name imprinted on the cover page is available at the following prices:

\$1.50 per 100

\$10.00 per 1000

F. O. B. St. Joseph, Michigan

Write and order folders direct from

A. B. MORSE COMPANY

St. Joseph, Michigan.

Form—Immediate Effect

Truehedge Columnberry is so perfectly upright and beautifully pyramidal in shape that upon planting "Immediate Effect" hedges are attained—whereas from three to four years are required to build a satisfactory hedge from common Japanese Barberry.

Ultimately Cheaper Than Thunbergi

The slight extra first cost of this new Barberry is entirely saved before the finished Japanese hedge could be made, because of the extra cost of incessant trimming required on the latter. Only a slight trimming of infrequent tips that may be slightly out of line is required with this new plant. Truehedge Columnberry is much cheaper in the long run.

Superior in Beauty

The frequent periodical deep trimming necessary with hedges of Japanese Barberry exposes bare branches and cuts away the beautiful, fresh, new foliage giving the hedge an ugly appearance for weeks until sufficient new growth appears to cover over this ugliness—then it is only a short while till this laborious process has to be repeated. With Columnberry this very bad feature is entirely eliminated, which naturally makes it far superior in beauty.



Field View—2-year-old—Normal Untrimmed Growth.

Mistaken for Boxwood

Many people on seeing Columnberry have mistaken it for Boxwood because of the extremely formal shape and the dense deep green foliage.

Individual Specimens

Can easily be grown into perfect spires and pyramids to a probable height of five feet—or into symmetrical box-shaped specimens that can be used as formal accent plants in such places as Pyramidal Arbor-Vitae or Boxwood are now used. Normally without trimming Truehedge Columnberry is about one-third as wide as it is high and it would naturally follow that it would be easy to trim to one-fourth as wide as the height. There has long been a real need for a medium priced shrub for such uses. Thousands of homes, unable to afford Boxwood, Arbor-Vitae, etc., can now have much needed accent plants and the demand for Columnberry for such purposes should be tremendous. Columnberry will also succeed almost universally and in difficult places where other accent plants will not thrive.

Better Foliage

Under natural growth this new plant is decidedly more dense and heavier with foliage than the common Japanese Barberry. The leaves also appear larger and thicker and of a much deeper, glossier and healthier shade of green. Foliage is distributed evenly and densely right to the ground. Truehedge Columnberry takes on richer and deeper fall colorings than the common variety.

Perfectly Hardy—Drought Resisting

Of the same hardiness as Berberis Thunbergi. Withstood 26° below zero last winter with every tip bud, as far as ascertainable, remaining perfectly alive. No discoloration or burning of foliage has been experienced during the terrific heat and drought of the past three or four years.

Fruiting

Berries are very similar in color and size and hang on about the same length of time as on Thunbergi. If anything, this new Berberis appears heavier in fruit.

Rust-Immune

As recognized in the latest revised list of Berberis and Mahonia classified under Black Stem Quarantine Regulations by the United States Department of Agriculture, Bureau of Plant Quarantine, Dated May 15, 1934 this new variety (Berberis Thunbergi pluriflora erecta) is one of the six varieties of Berberis that are recognized as Rust-Immune and permits are not required for any interstate movement thereof under the regulations of the Black Stem Rust Quarantine, Revised.

Propagation Rights Reserved

The Truehedge Columnberry is protected by Plant Patent No. 110 under the U. S. Patent Laws. Asexual reproduction or disposition by sale, gift or otherwise, of scions, buds, or cuttings for such reproduction is prohibited unless license is previously obtained from the patent owners. Unauthorized reproduction, sale, or distribution of propagation material of this plant will subject the one engaging in the same to prosecution for infringement. For resale at Retail Only except under license from the patent owners.

Common Barberry

New Truehedge Barberry

WHY consider this old-time, by-gone hedging—**WHEN** you may have Columberry Hedging like this? Both are two-year-old average plants without trimming.

